



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA  
DECEMBER 6, 2017, 4:00 PM  
PUBLIC SAFETY BUILDING 401 E Third Street**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF NOVEMBER 1, 2017 MINUTES**
- IV. FINAL REPORT FOR NEWBERG OLD FASHIONED FESTIVAL**
- V. UPDATE ON SMALL GRANT AWARDS (FY 2016-2017)**
- VI. UPDATE ON SMALL GRANT SOLICITATION (FY 2017-2018)**
- VII. REVIEW OF APPLICATIONS FOR THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM**
- VIII. TLT MEMBER UPDATES**
- IX. NEXT MEETING JANUARY 3, 2018**
- X. ADJOURNMENT**

*ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the Office Assistant II of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the Office Assistant II at (503) 544-7788. For TTY services please dial 711.*



**TRANSIENT LODGING TAX AD HOC COMMITTEE**  
**November 1, 2017 4:00 pm**  
**Wastewater Treatment Plant, 2301 Wynooski Road**

Chair Dennis Lewis called the meeting to order at 4:02 p.m.

**ROLL CALL:**

Members Present:	Dennis Lewis, Chair	Sheila Nicholas, Vice Chair
	Rob Felton	Stephen McKinney (arrived 4:08)
	Kyle Lattimer (arrived 4:07)	Ashley Lippard
	Lori Louis	Megan Carda (arrived 4:10)
	Jessica Bagley	Brian Love
	Loni Parrish	Bob Andrews, Ex Officio
	Joe Hannan, Ex Officio	

Absent: Sheryl Kelsh (excused)

Staff Present: Doug Rux, Community Development Director

Guests: Sarah Munro, Tracy Timmins, David Rasmusen, Jim Halliday, Karen Halliday, Sean Andries, Mark Martin, Leah Griffith, Christian DeBenedetti, Amy Prosenjak

**APPROVAL OF MINUTES**

Approval of the October 4, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

<p><b>MOTION:</b> Love/Lippard to approve the Transient Lodging Tax Ad Hoc Committee minutes for October 4, 2017. Motion carried (8 Yes/0 No/0 abstain).</p>
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**FIANL REPORT FOR YAMHILL COMMUNITY ACTION PARTNERSHIP AND PROGRESS REPORT FOR CHEHALEM CULTURAL CENTER**

Chair Lewis noted that information is included in the packet on two of the Small Grant recipients and is information only. He asked if there were any questions and none were proposed.

**PRESENTATIONS FROM APPLICANTS FOR THE TLT DESTINATION DEVELOPMENT – MARKETING GRANT PROGRAM**

Chair Lewis introduced the topic for the evening on presentations for grant submittal.

CDD Rux recapped that no decisions will be made this evening. Each applicant will have about ten minutes to present with a ten minute question and answer period. All of the applicants have prepared a Power Point presentation. Score sheets will be distributed on Thursday via email. Members are to have their score sheets



returned by November 17. At the December meeting the Committee will discuss the applications and develop a recommendation to the City Council. The City Council will review the recommendation on January 16, 2018.

#### Hoover-Minthorn House Museum

Chair Lewis introduced the first presentation by Hoover-Minthorn House Museum and Sarah Munro.

Ms. Munro shared a Power Point presentation on her proposal and a handout on her program budget. The request is for \$30,000 for repairs to the roof, gutters and electrical for the facility.

Member Love inquired what does the marketing strategy look like and where is the reach.

Ms. Munro shared that one-third of the visitors come from outside 50 miles, people visiting presidential homes. She is working on a grant for marketing and social media.

Member Lippard inquired about leveraging funds.

Ms. Munro indicated the budget includes last year's project for foundation work and signage and this years for roof, gutters and electrical and that the request overall is more than the 1:1 match.

Member Parrish asked if Ms. Munro could look at more leverage for this grant request. She also inquired how old the roof was.

Ms. Munro shared that the roof was 15 years old and that it has to be wooden shakes.

Member McKinney noted that President Hoover was one of the most respected and sought after speakers around the world and the home is a national treasure.

Member Parrish inquired if the museum had thought about partnering with the Newell House.

Member Felton inquired about the annual number of visitors.

Ms. Munro responded roughly 1,100.

#### Newberg Downtown Wineries Association

Chair Lewis introduced the second presentation by the Newberg Downtown Wineries Association and Tracy Timmins.

Ms. Timmins shared a Power Point presentation on her proposal. The request is for \$20,500 to develop a multi-media presence marketing program.

Dave Rasmussen shared that the intent is to direct people to restaurants. They want to keep people in Newberg and not just have them pass through town. There are none tasting rooms involved in the Association. The Association wants Newberg to be the hub to go to wineries. Newberg is a place to stay, eat and drink.

Member Felton asked who does the campaign.



Ms. Timmins indicated it would be a local company – Prepared Marketing.

Mr. Rasmussen noted they want to drive people to Newberg. Traffic changes have seen visitors change with some business up and some down at the tasting rooms.

Member Parrish inquired about the groups Progressive Dinner and if there are any other collaborations.

Mr. Rasmussen indicated they are looking at opportunities and used the example of the SIP held in McMinnville. He noted events take time and capital to put together.

Member Parrish inquired on who was going to oversee the project.

Mr. Rasmussen shared that they think they have a great logo which is noted in their application material.

Member Louis asked if they could speak to the off-season.

Mr. Rasmussen noted each winery is different a lot of traffic is in the winter in downtown. The Cultural Center would be a great venue for a wine event.

Chair Lewis inquired about wineries beyond the nine as there are others in downtown and the City.

Mr. Rasmussen the Association wants to bolster economic value. Have involved other wineries in the Newberg zip code. There is a need to be within walking distance of one another. That is difficult for wineries outside of the city. Medici and Owen Roe are within the city but not members.

Member Love noted he had never heard of the Association.

#### Chehalem Cultural Center Culinary Enrichment Center

Chair Lewis introduced the third presentation by the Chehalem Cultural Center and Jim Halliday.

Mr. Halliday shared a Power Point presentation on his proposal (see attached). The request is for \$250,000 to create a catering kitchen, green room and restrooms at the Cultural Center.

Member Love inquired what the contingency plan is if TLT grant funds are not awarded.

Mr. Halliday noted it would include reducing the improvements such as restrooms and green room to get to a project cost around \$300,000.

Karen Halliday indicated that doing the project incrementally costs more and they have looked at what can be built on and not have to be removed.

Member Carda inquired if the restrooms would be open to the public.

Mr. Halliday noted they would be open during cultural districts events. This would allow the Cultural Center to be isolated from events outside in the forecourt and reducing staffing needs.

Member Felton asked if we are losing people because we do not have a catering area and restrooms.



Mr. Halliday indicated yes.

Member Louis asked if tourists are coming from outside the area.

Mr. Halliday indicated yes they are.

Member Lattimer asked about restroom costs of \$13,000 and \$107,000.

Ms. Halliday noted the Cultural Center has hired someone to market the Cultural Center.

Sean Andries indicated people are looking at the Cultural Center but we don't have the right facility features to attract them

Member Parrish raised the question about cooking classes. We have top chefs in Newberg to attract tourists.

#### Chehalem Park & Recreation District Darnell Wright Sport Complex Lighting

Chair Lewis introduced the fourth presentation by the Chehalem Park & Recreation District and Mark Martin.

Mr. Martin shared a Power Point presentation on his proposal. The request is for \$225,000 to install new light at two of the softball fields. He also noted a \$6M economic impacts from softball activities to the community.

Member Louis asked about any studies if there are enough hotel rooms.

Mr. Martin indicated there are not enough rooms in Newberg.

Member Lippard inquired about activities during the shoulder season.

Mr. Martin noted there activities are between March and October.

Member Louis asked if this project would bring more Transient Lodging Tax revenue.

Member Love asked if the games are CPRD or is it a leased facility.

Mr. Martin indicated that the facility is rented by organizations for the softball activities and tournaments.

Member Parrish asked if this approach is a revenue maker for CPRD.

Mr. Martin responded yes.

Vice Chair Nicholas inquired about income from tournaments verses expenses and filed improvements.

#### Chehalem Cultural District Wayfinding

Chair Lewis introduced the fifth presentation by the Chehalem Cultural District and Leah Griffith.

Ms. Griffith shared a Power Point presentation on her proposal. The request is for \$73,500 to install wayfinding signage within the Cultural District boundaries.



Member Love inquired if people would see this as a backdoor way to get dollars for a City program.

Ms. Griffith responded that the City and Chehalem Park & Recreation District are providing one-half of the funding. The City is always looking at grant opportunities.

Member Lattimer asked if the signage could be prioritized like larger signs verses smaller signs.

Ms. Griffith responded that the larger sign and some parking signs would be the top priority.

Member Carda inquired if there is any public parking or is it private parking.

Ms. Griffith noted parking on the street is public. The Water wise Garden lot is public.

Chair Lewis asked if the signage would direct people to the Second street parking lot.

Ms. Griffith responded no to the Second Street lot but yes to the Waterwise lot.

Member Love asked about what signs would be illuminated.

Ms. Griffith noted the main sign at Howard and Hancock would be illuminated.

Member Card asked about any signage outside of the district that would direct tourists to the district.

Ms. Griffith clarified that there is not proposed signage outside of the district in the proposal.

#### Wolves & People Vine to Stein Trail

Chair Lewis introduced the sixth presentation by Wolves & People and Christian DeBenedetti.

Mr. DeBenedetti shared a Power Point presentation on her proposal. The request is for \$65,000 – \$80,000 to construct a trail, interpretative signage and pavilion.

Member Love asked if they are looking to resource the signage fabrication locally.

Mr. DeBenedetti noted that a local company has been identified and that the signage would be more of a national park style and educational.

Member Lippard inquired where would you start.

Mr. DeBenedetti noted you could start at Wolves & People of at A to Z/Rex Hill Winery.

Chair Lewis asked about what guarantee there is the trail would remain.

Mr. DeBenedetti clarified that the property is private and not public. To use the trail you would need a passport.



## Debrief

There was a general debrief and sharing of viewpoints by the Committee on the proposals.

## **MARKETING SUBCOMMITTEE UPDATE**

Member Lippard recapped that work continues on the contract with the Peterson's.

Member Parrish inquired when the next Subcommittee meeting is scheduled. CDD Rux indicated November 20 at 8:30 a.m. at the Chamber office. She also shared that she is gathering marketing information and job description. Member Lippard indicated Member Kelsh already has gathered information on a job description.

## **TLT MEMBER UPDATES**

None.

**ADJOURNMENT:** Chair Lewis adjourned the meeting at 7:05 p.m.

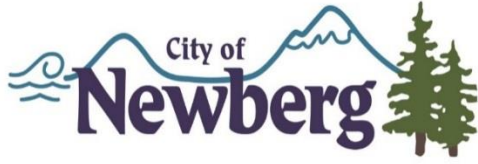
**Approved by the Transient Lodging Tax Ad Hoc Committee this 6<sup>th</sup> day of December 6, 2017.**

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Dennis Lewis,  
TLT Ad Hoc Committee Chair

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Doug Rux, Community Development Director



**City of Newberg 2016 - 2017  
Transient Lodging Tax - Small Grant Program Reports**

To be completed and returned: Progress Report by June 30, 2017.

To be completed and returned by September 1, 2017: Final Report 30 days after project, program or event.

*Attach receipts, paid invoices for monies spent and a check to the City of Newberg for any unspent grant funds.*

Project Title: \_\_\_\_\_ Marketing Campaign for Newberg Old Fashioned Festival \_\_\_\_\_

Name of Organization requesting funds: \_\_\_ Newberg Old Fashioned Festival \_\_\_\_\_

Mailing address: \_\_\_\_\_ P.O. Box 721 Newberg, OR 97132 \_\_\_\_\_

Contact name: \_\_\_ Kimberly Zoutendijk \_\_\_\_\_

Phone: \_\_\_ (503)780-5920 \_\_\_\_\_ Email: \_\_\_ kimzout1@hotmail.com \_\_\_\_\_

1. Detail of Income and Expenses as compared to budget submitted (must be as detailed as possible)

**NOTE:** Please attach receipts or a spreadsheet that documents both income and expenses  
**See Attached Statement which includes 2017 expenses and income**

Budgeted Income Sources	Amount	Actual Income Sources	Amount
<b>Total Budgeted</b>		<b>Total Actual</b>	



Project/Program/Event Income		Project/Program/Event Income	
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Budgeted Expenses	Amount	ACTUAL EXPENSES	Amount
Total Budgeted Project/Program/Event Expenses		Total Actual Project/Program/Event Expenses	

2. Do you have unused City funds remaining? If so how much?

We used all the funds from the city grant to pay for advertising spots on el Rey radio station.

3. Date project, program or event was (or will be) completed:

October 1<sup>st</sup> 2017 books up to date and all invoices received have been paid.

4. Results achieved with project, program or event. Did you reach your target audience or goal? Discuss your measurement of success.

We had great crowds for all our events, having guest travel from southern Oregon, northern California, southwest and central Washington and western Idaho

5. Please include data that supports how many room nights you believe this project, program or event helped generate.

We had main entertainment staff from stay Thursday – Saturday night. I am aware that our local hotels, motels and bed and breakfast locations were nearly booked full for the entire weekend. It was difficult for the hotel, motel managers to specify just what event over the weekend drew their guests as most of the guests planned to attend more that one event in the area.

Account	2017-Exp	2017 Inc	2017 P&L
Advertising	\$9,908.97	\$88.17	(\$9,820.80)
Annual Report			
Brews & BBQ			
Carnaval	\$170.00	\$9,283.18	\$9,113.18
Children Parade		\$500.00	\$500.00
City of NB Brant		\$3,500.00	\$3,500.00
Court	\$3,533.81	\$2,750.00	(\$783.81)
Cruise In	\$11,219.81	\$13,393.00	\$2,173.19
Disc Golf	\$982.85	\$400.00	(\$582.85)
Fireworks	\$19,486.73	\$183.00	(\$19,303.73)
General	\$6,311.55	\$5,086.19	(\$1,225.36)
Geocaching	\$1,620.00		(\$1,620.00)
Glo Sticks		\$120.00	\$120.00
Insurance			(\$5,983.50)
International Stage	Moved to Advertising	\$500	\$500
Main Stage	\$28,081.00	\$500	(\$27,581.00)
Pancake Breakfast		\$1,698.00	\$1,698
Parade	\$2,829.95		(\$2,829.95)
Printing	\$29.78		(\$29.78)
Radio			
Sponsorship Lunch	\$2,336.90		(\$2,336.90)
Sponsors		\$25,350.00	\$25,350.00
Stamps			
Vendors in Park	\$7,721.20	\$19,313.10	\$11,591.90
Total	\$100,216.05	\$82,664.64	(\$17,551.41)
Beginning 2016			
Beginning 2017			

**SUMMARY DESTINATION DEVELOPMENT - MARKETING GRANT SCORES**

	<b>Grant Request Amount</b>	<b>Total Points Possible</b>	<b>Total Points</b>	<b>Average</b>
Hoover-Minthorn House Museum Roof/Gutters/Electrical	\$ 30,000	504	215	17.92
Newberg Downtown Wineries Association	\$ 20,000	462	348	31.64
Chehelam Cultural Center Culinary Enrichment Center	\$ 250,000	504	368	30.67
CPRD Darnell Wright Sport Complex Lightin	\$ 225,000	504	182	15.17
City of Newberg Cultural District Wayfinding	\$ 73,500	504	221	18.42
Wolves & People Vines to Steins Trail	\$ 65,000 -\$ 80,000	504	251	20.92

	<b>Grant Request Amount</b>	<b>Total Points Possible</b>	<b>Total Points</b>	<b>Average</b>
Newberg Downtown Wineries Association	\$ 20,000	462	348	31.64
Chehelam Cultural Center Culinary Enrichment Center	\$ 250,000	504	368	30.67
Wolves & People Vines to Steins Trail	\$ 65,000 -\$ 80,000	504	251	20.92
City of Newberg Cultural District Wayfinding	\$ 73,500	504	221	18.42
Hoover-Minthorn House Museum Roof/Gutters/Electrical	\$ 30,000	504	215	17.92
CPRD Darnell Wright Sport Complex Lightin	\$ 225,000	504	182	15.17

Hoover-Minthorn House Museum Roof/Gutters/Electrical

Funding Request \$ 30,000.00

Criteria	Score Range	Lewis	Nicholas	McKinney	Bagley	Carda	Felton	Kelsh	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment													
a. Predicted number of tourists attracted/overnight guests	0 - 5	2	1	1	3	2	1	3	1	1	1	2	0
b. Will it have lasting impact and utility	0 - 5	5	5	1	4	1	3	5	1	2	2	4	3
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	3	2	3	3	2	2	3	1	2	1	2	1
3. Does it engage and energize local tourism partner(s)	0 - 3	3	1	0	1	1	2	2	0	1	1	1	1
4. Does it enhance Newberg as a destination	0 - 5	3	2	4	3	4	3	3	1	2	3	2	1
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	0	0	1	1	0	0	2	0	0	1	1	0
6. Does it catalyze downtown development	0 - 3	2	0	3	3	0	3	2	0	1	2	1	2
7. Is it likely to increase visitor spending	0 - 5	2	1	2	0	1	1	2	1	2	2	1	1
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	2	1	3	3	3	3	2	1	3	1	1	1
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	4	2	4	3	2	3	2	1	2	1	1	1
	42												
<b>Total</b>		<b>26</b>	<b>15</b>	<b>22</b>	<b>24</b>	<b>16</b>	<b>21</b>	<b>26</b>	<b>7</b>	<b>16</b>	<b>15</b>	<b>16</b>	<b>11</b>

**Total Points Possible 504**  
**Total Points 215**  
**Average 17.92**

**Newberg Downtown Wineries Association**

**Funding Request \$ 20,500.00**

Criteria	Score Range	Lewis	Nicholas	McKinney	Bagley	Carda	Felton	Kelsh	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment													
a. Predicted number of tourists attracted/overnight guests	0 - 5	4	NA	5	3	3	4	5	1	3	5	3	3
b. Will it have lasting impact and utility	0 - 5	3	NA	5	4	1	1	2	1	3	5	2	3
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	3	NA	3	3	1	3	3	1	2	3	3	2
3. Does it engage and energize local tourism partner(s)	0 - 3	3	NA	3	3	3	3	3	1	3	3	2	3
4. Does it enhance Newberg as a destination	0 - 5	3	NA	5	5	3	4	3	1	2	5	4	3
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	2	NA	3	3	2	3	3	0	1	3	3	3
6. Does it catalyze downtown development	0 - 3	3	NA	3	3	2	3	3	1	2	3	3	3
7. Is it likely to increase visitor spending	0 - 5	3	NA	5	4	5	4	4	1	4	5	3	4
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	4	NA	5	3	5	4	4	1	2	5	2	4
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	4	NA	5	5	4	5	5	2	5	5	4	4
	42												
<b>Total</b>		<b>32</b>	<b>NA</b>	<b>42</b>	<b>36</b>	<b>29</b>	<b>34</b>	<b>35</b>	<b>10</b>	<b>27</b>	<b>42</b>	<b>29</b>	<b>32</b>

**Total Points Possible 462**  
**Total Points 348**  
**Average 31.64**

**Chehalem Cultural Center Culinary Enrichment Center**

**Funding Request \$ 250,000.00**

Criteria	Score Range	Lewis	Nicholas	McKinney	Bagley	Carda	Felton	Kelsh	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment													
a. Predicted number of tourists attracted/overnight guests	0 - 5	5	2	4	5	4	2	5	3	4	1	3	4
b. Will it have lasting impact and utility	0 - 5	5	5	4	5	5	4	5	3	5	2	3	5
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	3	3	3	3	2	3	3	2	3	1	3	2
3. Does it engage and energize local tourism partner(s)	0 - 3	3	1	3	3	3	2	3	2	3	1	1	3
4. Does it enhance Newberg as a destination	0 - 5	5	2	4	5	4	2	5	3	4	1	2	5
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	3	2	3	2	3	0	3	3	3	1	2	3
6. Does it catalyze downtown development	0 - 3	3	0	3	2	3	2	3	3	2	0	3	3
7. Is it likely to increase visitor spending	0 - 5	3	0	5	4	3	3	4	3	3	0	1	3
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	4	2	4	4	4	4	5	3	4	1	3	5
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	5	2	5	4	5	1	5	4	5	1	2	5
	42												
<b>Total</b>		<b>39</b>	<b>19</b>	<b>38</b>	<b>37</b>	<b>36</b>	<b>23</b>	<b>41</b>	<b>29</b>	<b>36</b>	<b>9</b>	<b>23</b>	<b>38</b>

**Total Points Possible 504**  
**Total Points 368**  
**Average 30.67**

**CPRD Darnell Wright Sport Complex Lighting**

**Funding Request \$ 225,000.00**

Criteria	Score Range	Lewis	Nicholas	McKinney	Bagley	Carda	Felton	Kelsh	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment													
a. Predicted number of tourists attracted/overnight guests	0 - 5	3	3	1	2	0	5	4	1	4	1	5	3
b. Will it have lasting impact and utility	0 - 5	5	5	3	2	5	5	5	2	4	1	2	4
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	3	3	2	2	1	3	3	1	2	1	2	3
3. Does it engage and energize local tourism partner(s)	0 - 3	2	1	2	1	0	3	2	0	0	1	2	3
4. Does it enhance Newberg as a destination	0 - 5	3	0	2	1	1	3	0	1	0	1	3	3
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	0	0	3	0	0	0	0	0	0	0	1	0
6. Does it catalyze downtown development	0 - 3	0	1	1	0	0	1	0	0	1	0	0	2
7. Is it likely to increase visitor spending	0 - 5	2	2	1	2	0	3	3	1	2	1	4	3
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	0	1	1	0	0	1	0	1	0	0	1	1
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	0	0	3	0	0	1	0	0	0	1	1	0
	42												
<b>Total</b>		<b>18</b>	<b>16</b>	<b>19</b>	<b>10</b>	<b>7</b>	<b>25</b>	<b>17</b>	<b>7</b>	<b>13</b>	<b>7</b>	<b>21</b>	<b>22</b>

**Total Points Possible 504**  
**Total Points 182**  
**Average 15.17**

**City of Newberg Cultural District Wayfinding**

**Funding Request \$ 73,500.00**

Criteria	Score Range	Lewis	Nicholas	McKinney	Bagley	Carda	Felton	Kelsh	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment													
a. Predicted number of tourists attracted/overnight guests	0 - 5	0	0	5	1	1	1	0	0	2	0	1	3
b. Will it have lasting impact and utility	0 - 5	5	5	5	2	5	3	5	2	3	1	3	4
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	0	0	3	1	0	0	3	0	2	0	2	1
3. Does it engage and energize local tourism partner(s)	0 - 3	3	1	3	2	2	1	3	2	3	0	3	2
4. Does it enhance Newberg as a destination	0 - 5	3	0	5	0	3	2	4	1	3	3	1	3
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	0	0	3	0	2	1	0	0	3	3	1	3
6. Does it catalyze downtown development	0 - 3	3	2	3	2	2	1	3	1	2	0	1	2
7. Is it likely to increase visitor spending	0 - 5	0	1	5	1	1	1	3	0	3	0	0	1
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	3	1	5	1	0	1	5	0	2	0	0	2
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	2	1	5	1	2	1	5	1	4	1	0	2
	42												
<b>Total</b>		<b>19</b>	<b>11</b>	<b>42</b>	<b>11</b>	<b>18</b>	<b>12</b>	<b>31</b>	<b>7</b>	<b>27</b>	<b>8</b>	<b>12</b>	<b>23</b>

**Total Points Possible 504**  
**Total Points 221**  
**Average 18.42**



**Wolves & People Vines to Steins Trail**

**Funding Request \$65,000 - \$80,000**

Criteria	Score Range	Lewis	Nicholas	McKinney	Bagley	Carda	Felton	Kelsh	Lattimer	Lippard	Louis	Love	Parrish
1. What is the projected return on investment													
a. Predicted number of tourists attracted/overnight guests	0 - 5	1	3	0	3	1	2	5	2	0	5	1	3
b. Will it have lasting impact and utility	0 - 5	2	3	0	4	3	2	5	2	3	5	4	2
2. Demonstrated history of attracting tourists/overnight guests	0 - 3	1	3	0	3	1	2	3	1	0	3	2	3
3. Does it engage and energize local tourism partner(s)	0 - 3	2	0	0	2	1	3	3	2	1	3	3	3
4. Does it enhance Newberg as a destination	0 - 5	1	0	0	4	2	4	5	3	2	5	2	2
5. Does it enhance Newberg as a location for Makers and Doers	0 - 3	1	3	0	2	2	1	3	2	0	3	1	2
6. Does it catalyze downtown development	0 - 3	0	0	0	1	0	0	3	2	2	1	0	2
7. Is it likely to increase visitor spending	0 - 5	0	0	0	2	1	1	5	2	1	5	1	1
8. Does it enhance tourism from October – May or any Sunday – Thursday Visitation	0 - 5	1	2	0	1	0	3	5	2	1	5	0	1
9. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers)	0 - 5	3	5	0	4	3	5	5	4	1	5	5	4
	42												
<b>Total</b>		<b>12</b>	<b>19</b>	<b>0</b>	<b>26</b>	<b>14</b>	<b>23</b>	<b>42</b>	<b>22</b>	<b>11</b>	<b>40</b>	<b>19</b>	<b>23</b>

**Total Points Possible 504**  
**Total Points 251**  
**Average 20.92**